47
49
(82)

HOW A PENNY

BECAME A

THOUSAND POUNDS.

"I DO WISH YOU WOULD WRITE THE HISTORY OF YOUR PENNY. I FEEL CERTAIN THAT THOUSANDS, AFTER READING IT, WOULD PUT YOUR EXPERIMENT INTO PRACTICE. THE PENNY WHICH I STARTED, A FEW MONTHS AGO, AFTER HEARING YOU RELATE YOUR STORY, HAS ALREADY GROWN INTO MORE THAN THIRTY SOVEREIGNS, AND I FEEL CONFIDENT OF SUCCESS IN THE LARGER RESULT."—*Letter from a Friend to the Author.*

[by Robert Kemp Philp]

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TO ALL WHO

WOULD TRANSFORM A PENNY

INTO

A THOUSAND POUNDS,

These few pages,

DETAILING WHAT THE AUTHOR HAS DONE,

WILL SUFFICIENTLY SUGGEST

WHAT THEY MAY DO.

HOW A PENNY

BECAME A

THOUSAND POUNDS.

CHAPTER I.

A VERY BRIEF CHAPTER, IN WHICH A FEW FACTS ARE STATED.

In the year 1843, in consequence of various influences which operated powerfully upon my convictions, I made the following entry in a rough diary which I then kept:—

"Jan. 11.—*Resolved to take a Penny, and turning it to profitable account, apart from my general business, to add the profits to the principal, and never to divert any portion thereof, under any circumstances, until the sum of one hundred pounds has accumulated.*"

This was as the entry first stood in my simple diary; but, in July, 1844, I found the progress of my Penny so

rapid and satisfactory—the impressions I had formed of its capacity for enlargement, under the scheme I had framed, had become so fully matured and confirmed,—that I made this further memorandum :—

"July 20.—*The Penny works well. I therefore determine not to touch any of the proceeds thereof, until the sum amounts to five hundred pounds.*"

And, in the year 1846, I had so nearly completed my second resolution, and was so rejoiced and strengthened by the fact, that I took a bold determination, and made the following entry :—

"Sept. 15.—*Having, from a single Penny, produced a sum which now amounts to nearly three hundred pounds, and finding my opportunities of re-producing money increase with every Penny I add to my capital, I will continue to abide by the system I have acted upon since* 1843, *until the sum of One Thousand Pounds has been secured.*"

How I came to form this singular resolution, and what were the means by which I worked out my plan successfully, even to the fulfilment of my most sanguine expectations, I purpose to show in an unreserved manner in the following pages.

CHAPTER II.

EXPLAINS WHAT THE AUTHOR INTENDS TO AVOID DOING.

One or two books have lately appeared, professing to instruct people how to make money, and how to employ it after they have realised it. But these books appear to me to be mere compilations from the oldest essays upon money matters. For instance, when Mr. Freedly tells the public that "Interest is the sum paid by the borrower of a sum of money to the lender for its use; the rate of interest depends on the security of the principal, and the rate of profit, which may be made, by the employment of capital in industrial pursuits. No person would lend money on personal security of a doubtful character, at the same rate of interest as on a good mortgage; and when profits in ordinary business are high, interest is also high. To put money out at interest, is the most *certain* way of getting money that can be named" —he appears to me to tell them nothing that was not known to our fathers, from the time when Shylock made the unfavourable bargain of lending ten thousand ducats upon the bond securing to him a pound of Antonio's flesh.

And if you read the whole of Mr. Freedly's book through, as I have done, from the title to the end [*Money: How to Get, How to Keep, and How to Use it. A Guide to Fortune*], you will find nothing in it beyond the accepted theories of economy and industrial application, upon which authors and preachers have enlarged ever since the breath of civilisation first fanned the brow of labouring and bartering man. Yet this book has found an enormous sale, both in America and in England. Thus proving that there is, among the multitude, an eager desire to discover some short ways to wealth, not hitherto understood.

I am not going to endeavour to force upon you any particular dogma of my own, by asking you to abstain from all intoxicating drinks, or from tobacco, telling you that the price of a pint of beer saved daily would form a heap of silver at the close of the year; or that every time you drink a certain money value of beer, you swallow so many square feet of land, of which you might have become the proprietor, had you devoted your money to its purchase.

It may be that you like the beer better than the land; and it is evident that your own body requires irrigation (if I may use the term) as much as the ground beneath

the farmer's feet. It may be that you like the pipe better than the Penny that you pay for it; and it is perfectly clear that if you have a Penny, you have a right to do what you like with your own.

Such dogmas may be very good, and are doubtless put forth by people who feel the importance of what they advocate. I am simply explaining, at the outset, that such opinions form no part of my money-making system. They may be added to it, or not, according to your own option. And if you can devise any means to make my plan more productive than I have done, you will all the sooner realise such a reward as that which accumulated in my hands.

Nor am I going to do what Mr. Freedly has done in his work, endeavour to seize hold of the approbation of religious people for my book, by introducing subjects, which it were more graceful to keep apart from the theme under discussion, and upon which the reader's heart will probably be set, to the present exclusion of every other consideration. Mr. Freedly tells the story of the late John McDonogh, of New Orleans, who became a millionnaire (in dollars). He is described as telling the means by which he became rich, and as saying, "there is a third and last rule which it is all

essential for you to observe, in order that success may attend your efforts." "And what is that?" an inquirer asked. "Why, Sir," said he, "it is *prayer*. You must pray to the Almighty with fervour and zeal, and you will be sustained in all your desires. I never prayed sincerely to God in all my life, without having my prayer answered satisfactorily." He stopped, and the inquirer remarked "Is this all?" He answered, "Yes, Sir; *follow my advice and you will become a rich man.*" Now I cannot help thinking, that when men sit down to write books upon money making, they should not seek to cover their Mammon worship with sack-cloth and ashes. The cloak of hypocrisy will sometimes be caught up and blown aside, as it is in this instance of Mr. Freedly's,—for the same man who quotes and enforces the pious experiences of Mr. McDonogh, and his testimony to *the efficacy of prayer*, also endorses the maxim ascribed to Rothschild, the founder of the wealthy house which bears his name, "*Never have anything to do with an unlucky man!*" I think nothing can be more unchristian, or more opposed to the spirit of prayer, than this. Nor do I believe that it is necessary to security or success. I have, in earlier life, been an unlucky man myself, and having been taken by

the hand and aided by those who had power to serve me, where would be the gratitude or the Christianity of my turning my back upon an unfortunate brother in distress, if I had the power to aid him?

I remember that once, in the little town in which I dwelt, I attended a meeting in an old and crowded chapel, which meeting had been called for the purpose of raising funds for the purpose of erecting a larger and better edifice. J—— R——, one of the elders, made an earnest appeal to those who were present to come forward to the aid of the Chapel Fund. Knowing that I possessed means, he fixed his eyes stedfastly on me, and concluded his speech saying, "Come forward and bring your money willingly, *for the honour and glory of God*, and *five per cent. interest*." Although I had previously almost resolved to lend a hundred pounds to the building fund, I confess that I felt so displeased at the terms of this appeal, that I left the chapel, and my interest in the matter ceased.

In this little book, therefore, I shall avoid touching upon duties which better men may teach, in more effective language, and at more suitable times. But, if I do not advert to the importance of religious duty, honourable feelings, and moral conduct in the pursuit

of wealth, it must not be presumed that I am indifferent to them, but that I am convinced that every aim in life will be aided and perfected in proportion as we are influenced by serious and noble sentiments.

CHAPTER III.

WHAT THE AUTHOR REALLY MEANS.

My book is not intended for the Rothschilds, the Barings, and the Capels. I have nothing to say about Government Loans, Exchequer Bills, State Lotteries, Railway Scrip, nor Stock Exchanges. Though I verily believe that many of the class to whom I am now alluding have privately recognised and acted upon the principle which I am about to explain, and which led to my own success. Nearly every successful man, engaged in speculative matters, has reserved to himself a sufficient prop to meet a contingency. There has been this land, or those bonds, or that insurance, which he would not touch or endanger under any circumstances.

And what has been the consequence? Having formed this resolution, when the tide of fortune has run adversely, he has narrowly watched the landmark set down by himself, and seizing the oars in good time, has pulled safely away from that which would otherwise have proved inevitable destruction. Those who have not observed this precaution have been lost. The power of man to overcome difficulty is a thousand times greater when he knows the difficulty to be surmountable, than it is when heart, mind, and limb are oppressed by a conviction of the hopelessness of the object.

My book is written for the Smiths, the Browns, the Joneses, and the Robinsons, of the busy worlds of industry and trade. It is written for every man, and every woman, possessing a Penny for which they have no immediate want. I propose to make them all capitalists, traders, money changers. I propose to make each of them richer when they go to bed at night than when they rose the previous morning. And I propose that this shall occur every day, as regularly as the sun sets. I am of opinion that it is a perfectly practicable proposition; for that which succeeded in my own case, will, under the like circumstances, succeed with others. There may be differences in the rate and

degree of success; some persons may succeed more rapidly and more completely than others. But all will succeed, without doubt—at least, all who will act faithfully and earnestly upon the instructions that are given to them.

CHAPTER IV.

HOW THE AUTHOR BECAME ATTACHED TO A "HOBBY."

My grandmother died in the year 1830. She was an old lady who, like many old ladies, had a "hobby." Every sixpence that came to her hands that was either crooked, or had a hole in it, she would save up, and no trial or persuasion would induce her to break the magic spell of her resolution not to touch her sacred treasure *until she became a great grandmother*, when she would place in the lap of her first great grandchild the money she had saved. She had a very limited income, so limited that to put away a sixpence must sometimes have compelled an act of self-denial. However, so

completely had this hobby, and the faith that she should live to see her great grandchild, taken possession of her heart, that she evidently rejoiced when she became the poorer, by having to lock up a few sixpences. I have known her, when there had been a collection at our chapel, to linger behind, and exchange two or three fair sixpences for as many bent ones. One might have supposed that she could as easily have saved straight sixpences as crooked ones, perfect ones as well as those that were perforated—but, no! this was her infatuation; and to have dissuaded her from her peculiar notion would have been to shake her resolution altogether. I really believe that if once she set her eye upon a crooked sixpence, she would have given sevenpence for it rather than that it should escape her.

This hobby had been indulged in for a great many years. How many, I cannot remember. But a most fabulous notion got abroad in our family, as to the sum the old lady must have saved. I confess that once or twice I felt anxious to become a father myself, that my child might receive the money. But, by a few months only, I was outstripped by an elder brother, and the old lady lived to fulfil her desire of putting all her crooked money into the lap of her great grand-

child. The old lady died in the same year that the child was born, and I have sometimes thought that the intensity of her infatuation for the fulfilment of her design helped to keep her alive, for she fell away rapidly and felt quite reconciled to death, when her object had been accomplished. I believe that some philosophers have told us that great excitements, acting upon the nervous system, and connected with the existence of any strong faith or desire, will invigorate the system, and keep it alive for the fulfilment of the object; just as, in an opposite manner, a depressing superstition or melancholy will bring about the fulfilment of its own forebodings.

When the money which my grandmother had saved was counted, it amounted, including several of the old guineas which, in earlier life, she had placed away with the silver, to £74 8s. 6h., and such a queer-looking heap of money I never beheld before nor since. Now it is very difficult to arrive at any data for calculating the value of this money, had it been applied to some beneficial purpose through the number of years that my grandmother had been hoarding it.

I recollect hearing my mother say, that my grandmother had commenced her hobby even in early life, and

as she was poor of later years, it is probable that a large portion of the amount had been locked up for a period of twenty-eight years, and perhaps taking the whole sum and the entire time into account, a sum may be said to have been locked up for upwards of thirty years, which, at compound interest, up to the time of my grandmother's death, would have been worth *at least a hundred and fifty pounds*, instead of £74 8s. 6d. I therefore considered that my grandmother's hobby had lost to our family the difference between the larger and the smaller amount.

But then I reflected that, but for this hobby, our family, as it existed in the year 1830, would never have seen my grandmother's guineas or sixpences at all. An extra cap-ribbon, a larger donation to the missionary-box, a few extra pinches of snuff, or the expansion of some other of the petty indulgences of life, would have swallowed up, coin by coin, the £74 8s. 6d., and not a fragment of it would have been left for the present generation.

So I thought I recognised some good, even in my grandmother's hobby; although I felt convinced, that had that hobby been rightly directed, a much larger sum of money might have been left to my brother's

child. Talking upon this subject very frequently in society, I found that a great many people, besides my poor old grandmother, had their hobbies. Some, like her, saved up their crooked money; others saved up odd bits of gold and silver, broken trinkets, &c.; others of poorer means aspired only to the baser metals, such as iron and brass; others even descended as low as rags and old bones; some hoarded up four-penny pieces. I heard of an old lady, who thought that she was a great economist, because she converted her husband's old clothes into money, and kept a purse which she called "John's cast-offs;" but she was in such a hurry to get this purse filled, that "John" used frequently to complain that his clothes were sold while they were yet serviceable, and that his tailor's bill was rendered ruinously heavy by the too frequent visits of the old-clothes-man. I found that butlers, stewards, and waiters grew rich upon perquisites; that guards became coach-proprietors upon their fees; that servant-maids got married upon kitchen-stuff, and that gentlemen's grooms became cab-proprietors upon stable refuse.

So my mind became enlightened upon the importance of small things. I had heard so many pleasing tales of "rent-days" rendered happy by the opening of the box

of four-penny bits; of severe illnesses being alleviated by accumulations of old brass; and of bodies almost dead from distress being revived and restored by the transformation into money of old bones, that I thought these various hobbies, simple, eccentric, and in strange taste and doubtful judgment as some of them were, had more of philosophy in them than I had at first imagined. The conviction grew upon me so strongly that at last I found myself constructing a hobby of my own; but it was not yet perfected.

CHAPTER V.

HOW THE NOTION OF MAKING A PENNY BECOME A THOUSAND POUNDS FIRST OCCURRED TO THE AUTHOR.

I HAVE already explained that my grandmother's hobby, and the equally eccentric hobbies of other persons, greatly impressed me. I could not help thinking that if the same persistence were applied to a more rational undertaking—if the same zeal and confidence were exhibited

in some object of greater importance, and of wider capacities,—that wonderful results might be produced, even out of the most insignificant beginnings.

There must have been a time when my grandmother possessed only her one crooked sixpence. A few weeks or months passed, and then it was augmented by the addition of another; and so on, with intervals of days, weeks, or months, the crooked and perforated coins came tardily together. But still, no matter how tardily, there lay the heap at last—a fact accomplished!

Yet, in my grandmother's scheme, though she had, by years of determination, worked it out so successfully, there existed no element of internal development, of self-enlargement, or of reproduction. Her hoardings depended entirely upon the accident of her meeting with crooked sixpences; she might meet with two or three in a day, but, afterwards, no more for two or three months. And every sixpence she stored up, became a dead lock. It was like a seed that had within itself all the elements of fertility, but, being unsown, lay dead with its wealth perishing in its bosom.

That idea of the seed struck me all the more, because, for two or three years, we had an ear of wheat hanging over our mantelpiece. I plucked it one Sunday afternoon

while walking through a harvest field. It became dusty on the mantelpiece, and spiders hung their cobwebs upon it; so one day I took it down, rubbed it in my hands, and going out into the little garden, at the back of our house, I dug a furrow and sprinkled in the grains, and covered them lightly with the earth. They soon sprang up, and I was gratified to see that, in the autumn, ears of corn appeared, and that this one ear of corn, which itself originally sprang from a single grain, had multiplied manyfold; and I indulged myself in calculating how much corn might be produced from a single grain of wheat, in a given number of years, provided each ear's produce were sown, and not a single grain subtracted. The following is my calculation, which may not be arithmetically correct, but is perfectly sound in principle:—

First year, 1 grain produces 5 ears, or 250 grains.

Second year, 250 grains produce 1,250 ears, or 62,500 grains.

Third year, 62,500 grains produce 312,500 ears, or 15,625,000 grains.

Fourth year, 15,625,000 grains produce 78,125,000 ears, or 3,906,205,000 grains.

Fifth year, 3,906,205,000 grains produce 19,531,250,000 ears, or 266,562,500,000 grains ! ! !

The figures multiplied so rapidly, that I found myself unable to proceed further in my calculations. But I read them over and over again, until they became indelibly impressed upon my mind. And this one sentence kept

continually suggesting itself to my memory :—*A single grain of wheat, properly cultivated, and having all its produce laid in the earth for reproduction, will multiply itself, in five years, nine hundred and sixty-six thousand, five hundred and sixty-two millions, five hundred thousand times!* The number had become too great for comprehension. But it sounded in my ear like the voice of the goddess Fortune, invoking me to apply the principle I had discovered to some object which would enrich myself.

I had read the story of Whittington, and thought that I heard a more intelligible music in the voice of these few simple figures, than he could possibly have found in the music of the bells when he fancied he heard them chime, "*Whittington, Lord Mayor of London.*"

I confess that I thought so much upon this, that I became excited and nervous. When I slept I dreamt that I saw money growing upon trees, and weighing down their leafy branches. And when I awoke, I studied my figures again and again, and felt bitterly grieved that I could not discover in money the same germs of growth that existed in the wheat.

In the midst of my lamentations, I for some time overlooked the fact that I had made the very discovery

which I grieved to think I had not found. Many days and weeks passed away, and still I pursued my problem, until at last the truth broke upon me that "*Money rightly applied has as great a tendency to grow, and multiply itself, as the wheat which had afforded me so striking an illustration of its powers of reproduction.*"

This statement will probably startle the reader, as much as the discovery of the principle astonished me, when I first made it. And as I wish the reader to follow in my steps, and to be as successful as I have been, it will be necessary for me to develope in him that entire faith and determination which I myself possessed. To this end I will endeavour zealously to lead him through those paths to conviction, which I found so irresistible, and upon which my success entirely depended.

CHAPTER VI.

WHAT IS THE DIFFERENCE BETWEEN THE REPRODUCTIVE POWER OF A GRAIN OF WHEAT, AND OF A PENNY?

A GRAIN of wheat has the power of multiplying itself two hundred and fifty times in one year. Against the value

of that reproduction, we have to charge the rent of the land upon which it grows, for the time occupied in its growth, and the cost of the labour and the material by which the soil is prepared, and by which the produce is gathered and applied when it has come to perfection.

A grain of wheat, being sown, may, under unfavourable circumstances, never fructify. It may die in the soil, it may be devoured by a worm, or when it has become partially developed it may be cast down by stormy winds, and its organic structure being injured, it may decay upon the surface of the soil.

A Penny has, under proper management, great powers of reproduction. The skill with which its applications and exchanges are directed, may be called the science of its cultivation. Society is the soil in which it takes root; and the incessant changes and the varying wants and desires of society, are the atmosphere and the rain by which the Penny is sustained and multiplied.

The chances of its destruction are comparatively few. Wind and hail do not affect it, and it can scarcely be destroyed by fire. The thief may take it from you, as the bird or the worm may feed upon the corn of the farmer.

A Penny may reproduce itself in an hour, or in a day;

or many times in a day. Against the value of this production we have to set down the necessary charges of the business in which the Penny is employed; the rent of the premises in which the exchanges are made; and the value of the time occupied in making those exchanges.

But the great drawback upon the productive power of the Penny is this,—*the tendency of its owner to devour its produce as fast as it arises, and never to give the Penny its full scope of expansion and reproduction.*

If the farmer were, year by year, to devour the produce of his wheat, it is obvious that there could be no increase to his fortune. And it might be that, reserving only to himself sufficient seed for the production of his average harvest, a severe blight might come, and deprive him of all the wheat that he possessed.

So with the man who sows Pennies instead of wheat, if he consume the produce of the money he has sown, just as rapidly as it reproduces itself, he limits his operations, and endangers his chances; and should he by some error in judgment, sow his Pennies upon bad soil, or in other words, devote them to an unsound enterprise, he is lost.

But if he so manages that a part of every harvest that he reaps shall be laid up in store—laid up not merely

for store, but in such a manner that even while it is stored, it shall be multiplying itself, so that whether he be idle or industrious, asleep or awake, it shall still be increasing in value, then he is certain to become rich—as certain as that to-morrow's sun will rise, or that in the next autumn the fields will be waving with seas of golden corn.

This is an immense advantage which the Penny possesses over the wheat—that it may be grown without risk or labour. A pound is but a collection of Pennies; just as an ear of wheat is an accumulation of grains. If a pound, or two hundred and forty Pennies, be placed out at what is called *compound interest*—and there are many ways of placing money out at interest upon unfailing security—*the two hundred and forty Pennies would become four hundred and eighty Pennies, in a period of little more than fourteen years.*

Thus we see that *the Penny has the power of doubling itself at compound interest in about fourteen years;* while *the wheat multiplies itself two hundred and fifty times in a year.* But this doubling of the Penny costs no expenditure, entails no risk, involves no labour. It is therefore of much greater value in comparison with the more rapid reproduction of wheat than it at first appears to be.

But the Penny has other, and, in fact, much greater powers of reproduction than the wheat;—

The Penny has the power of reproduction by what is termed *Profit*.

In has also the power of reproduction by what is termed *Discount*.

It has also the power of reproduction by what is termed *Interest*.

This Interest has the power of secondary reproduction called *Compound Interest*.

The Penny has also the power of securing certain advantages under contingencies, which advantages are called *Assurance*.

And it has also powers, scarcely inferior to that of reproduction, in what may be termed *Influence* and *Credit*.

Great, therefore, as is the reproductive power of wheat, it is immmensely overbalanced by the reproductive, accumulative, and influential power of the Penny.

CHAPTER VII.

A PARENTHETICAL CHAPTER UPON THE IMPORTANCE OF THE PENNY.

BEFORE I proceed to further unfold the nature of my hobby, of which you will already be able to form some conception, let us briefly glance at the importance of the Penny in a national and social point of view.

We must do this, because, for reasons I will hereafter more fully explain, it is a part of my plan to commence with a Penny, *and with no other coin.* Some people will say, if we may commence with a Penny and multiply that, why may we not at once set about the multiplication of sixpences, shillings, or sovereigns, and realise the result so much the sooner? This question I will answer hereafter. But first let us understand the importance of the Penny in the general concerns of life.

One element of great importance in the Penny is this, that, although it is a coin of small value, it is divisible into four parts. And as, in most matters of trade, there are either three or four divisions of cost and profit (generally four), the Penny has become the most universal

of all coins. The three or four divisions of the Penny may be thus exhibited:—

Raw Material, two parts.
Labour, one part.
Profit, one part.

Or otherwise:

Raw Material, one part.
Labour, one part.
Wholesale Profit, one part.
Retail Profit, one part.

Most matters of trade will be found to be subject to these elements of division in reference to the cost of production, and the division of profit.

The Penny, possessing these convenient properties of division, is also a coin which, from its small value, is widely current. It is the coin of the million. It weighs down the till of every shopkeeper; it is counted and packed in paper every Saturday night, because the heap in which it has accumulated has become so large; it is the coin which the gentleman gives to the crossing-sweeper, which the rich man throws to the beggar, which the old lady gives to the child. We have Penny postage, Penny newspapers, Penny reading-rooms, Penny ink, Penny blacking, Penny loaves, Penny banks, Penny clubs, Penny schools, Penny mechanics' institutions, Penny shows. In fact, there is no article

of trade, which is conveniently divisible into small quantities, of which a "Pennyworth" may not be had; and there are few sources of recreation which have not, in their humbler forms, been offered to the people at the price of a Penny. You may send a letter from London to John o'Groats—there shall be a splendid palace to receive the letter, servants in livery to take it in charge, and put the stamp of authority upon it; it shall be taken from this place by horses panting from their speed, and it shall be received at another palace by other servants, in another livery, who shall link it to a monster whose breath is steam, and whose food is fire. Away it goes at a speed as swift as that of the bird. All the night through it is flying onward. The day breaks, the letter has reached its destination; your friend, three hundred miles away, is now reading that which, twelve hours ago, you were writing. The price you pay for this is *a Penny*. It is a striking illustration of the power of the Penny. Every time you waste a Penny, you throw away a power by which you might have sent servants with a letter from London to the Lands' End.

Again; this world is shaped like a ball. Its diameter is 7,900 miles. People of different habits,

speaking various languages, and having institution varying more or less from each other, populate a great part of its surface. But water and space divide the nations of the earth. Paris is 300 miles from London; St. Petersburg, 1,620 miles New York, 3,000 miles; Australia, 13,000 miles. But there are steamships crossing the seas; and there are railway locomotives waiting the arrival of the ships; and there are wires pervading the earth that speak, in mysterious tongue, to the people of one nation, of what those in the other nation are doing. The tongue is like that of forked lightning which touches the heavens and the earth at the same moment, and seems to bring them both together. And there are men who wait upon this tongue, and who watch the departure and the arrival of those ships, and of the locomotive that stands panting to pursue its course. And there is another monster whose breath is steam, and whose food is fire; and men with thoughtful brows, and busy fingers wielding the potent pen, who attend upon this monster—for he has acquired the power of talking to the multitude by signs and symbols, and telling them what the ship has brought from the opposite surface of the world; what the wires have said to have transpired only a few hours ago, in

another zone; and what the locomotive has gathered in his brief visits to a hundred places along his line of travel; and what the men with thoughtful brows think of the doings of the world. In the morning, at your breakfast table, a paper is laid before you, in which, as in a mirror, you see the movements of the world reflected; you not only read the faces, but the hearts of men. This costs you *a Penny*. Ship, locomotive, electric wires, printing machines, and man, have all been at your service; and the price you have paid has been *a Penny*. Whenever, therefore, you waste a Penny, you sacrifice that which was equal to the power of communicating with France, St. Petersburg, New York, Australia, the world!

Need I say more to exhibit the power of the Penny?

This power, this adaptibility to the wants and uses of the million, has made the Penny the most universal coin. Remembering what I have already said, that a Penny has, under proper management, great powers of reproduction,—that the skill with which its applications and exchanges are directed, may be called the science of its cultivation; that society is the soil in which it takes root; and that incessant changes, and the ever-varying wants and desires of society are the atmosphere and the

rain by which the Penny is sustained and multiplied. Remembering this, and seeing, as we now do, what can be done for a Penny, do we not attach greater importance than we have hitherto done, to THE GROWTH OF PENNIES?

CHAPTER VIII.

THE AUTHOR'S HOBBY EXPLAINED.

FROM thoughts such as the foregoing, I became firmly impressed with the belief that I could grow Pennies as easily as I could grow wheat; and it was a fortunate thing for me, when I resolved to try the experiment.

I determined, in the first place, to take only one Penny, and to grow another from it.

I determined, then, to sow the two Pennies, and to grow four.

To sow four, and to grow eight.

To sow eight, and to grow sixteen.

To sow sixteen, and to grow thirty-two.

To sow thirty-two, and to grow sixty-four.

To sow sixty-four, and to grow one hundred and twenty-eight, and so on. The entries in my diary indicate how I proceeded.

I do not mean to say that I looked for the doubling of my capital, upon every exchange. The above is merely a figure of calculation, not designed to show the facts thereof. Perhaps I had to sow my thirty-two Pennies three, or four, or five times, before they became sixty-four. But they came to be sixty-four speedily; and that is what I mean by determining to sow thirty-two pennies, and to grow sixty-four.

I determined further, as my Pennies multiplied, to take advantage of *all their tendencies to reproduction.*

First, by *Profit.*
Second, by *Discount.*
Third, by *Interest.*
Fourth, by *Compound Interest.*

And also of their powers of guaranteeing advantages.

Fifth, by *Assurance.*

I also determined to avail myself of their sixth element of power, *influence.*

But to avoid employing their seventh element, *credit*, because, so to do, would be to lessen, in some degree, the force of all their other powers.

The manner in which I cast in my first Penny, how

it thrived, and how I succeeded in my after crops, will be supplied in those chapters which give the history of my Penny. But let me repeat here that my first resolution was:—

"*To take a Penny, and turning it to profitable account, apart from my general business, to add the profits to the principal, and never to divert any portion thereof,*" until a certain sum had been reached.

CHAPTER IX.

REASONS WHY THE PLAN SHOULD BE RIGIDLY ADHERED TO, AND NO OTHER COIN ADOPTED AS A BASIS.

I HAVE shown the analogies that exist between the reproduction of wheat, and the reproduction of Pennies. And I am convinced that the man who commences my scheme with a Penny, will be more likely to succeed than he who commences with a Pound.

He who commences with a Pound would stand almost in the position of a man who, despising the grain of wheat, sowed an ear, in the hope that he would thereby produce a stalk of ears, instead of an ear of grains.

He would lose the moral influence of seeing the first Penny produce, in its progress, a Pound.

This evidence is the first thing that will give the experimenter faith in my scheme.

The man who begins with a Pound will be thirsting after Pounds. He will be anxious to thrive too rapidly and he will over-force his plant.

He will forget that my system is essentially a system *of the growth of Pennies*, and that I would never lose the opportunity of making a Penny, always being certain that the Penny could be made.

I would turn over £99 19s. 11d. for the purpose of making it £100. Every Penny made is a step on the way.

The great inspiration of my plan is derived from the fact, that the money accumulated sprang from that which was next to nothing.

If the sum which I commenced upon was not so small, that I could not possibly feel the want of it, I should have been constantly tempted to repay myself the amount I had at first invested, and one departure from my resolution would have shaken the whole superstructure.

Besides, I loved my plan all the more, because of its small beginning, and I would not *take a Penny* from my

accumulations, because the first Penny had taught me the importance of every other Penny.

Moreover, as Pennies are the most abundant coin, so are the opportunities of making them proportionately more numerous.

Let me employ a figurative illustration. If it were at one time to rain Pennies, in a shower the density of which should be proportionate to the amount in which Pennies exist;

If it were at another time to rain shillings, in density proportionate to the plenitude of shillings;

And if it were at another time to rain sovereigns in density proportionate to the amount of sovereigns existing.

Who would profit the most, supposing a man were to stand in each shower, holding his hat to catch the falling coins?

Would it be the man in the shower of Pennies?

Or he in the shower of shillings?

Or he in the shower of sovereigns?

Looking at the chances in a mathematical sense, the man in the shower of Pennies would stand an infinitely better chance than either of the others.

For these reasons, I believe it to be important to begin with a Penny, to recognise the importance of every

Penny, and never to lose the opportunity of making a Penny. In this way Pennies will grow with astonishing rapidity.

CHAPTER X.

THE IMPORTANCE OF SMALL BEGINNINGS, AND OF GRADUAL PROGRESS.

The oak springs from an acorn.

The eagle from an egg.

Rivulets are formed by drops of rain; rivers are swollen by rivulets; and seas fed by rivers.

The world itself is but an aggregation of atoms.

Drops of water, constantly falling, wear away stone.

The coral insect constructs islands.

The thread of the silk-worm supplies and sustains an enormous amount of manufactures.

Nature is the best teacher, and her lessons are to the effect that gradual progress in all things is the greatest good.

She loves neither stagnation nor storm.

It required thousands of years to prepare the earth for the reception of man.

The oak, which lives through centuries, and defies the fiercest tempest, is still a sapling when many years have passed away.

The mushroom, which springs up in a night, may be destroyed by a touch.

Man, whose allotted time of life is "threescore years and ten," is still a child when years have passed over his head.

The ephemera, which is developed in a morning, dies before the night.

That which is to be enduring must be progressive.

Rapid and convulsive agencies are seldom productive of good.

Gunpowder explodes and destroys.

The hurricane wrecks the ship.

The whirlwind devastates its track.

The volcano buries and destroys the valley.

The snow that gathers gently on the mountain, does no harm. It is the avalanche that destroys.

Man cannot employ the volcano.

Vesuvius and Niagara are alike unsubservient.

It is the progressive wind, the onward tide, the steady growth, that moves, vitalises, and enriches the world.

When water is stagnant, it becomes poisonous; when air is still, it becomes pestilential. Then stagnation and storm engage in battle: lightning rips the air, and hurricanes agitate the waters. But neither storm nor stagnation gains the victory: the battle ends in a general return to gradual and healthy progress.

The voice of nature says, "Keep moving."

The voice of commerce says, "Keep moving." Stand not still as the sluggard, nor rush on with rash haste, as the adventurer.

What has this to do with our story of a Penny?

Everything.

Have you ever known a man who started in life with the barest means, who by care and industry became affluent; who educated his sons and daughters, and started them fairly in the world; and yet, when old age crept upon him, could put down his implements of toil and have no fear of the workhouse before his eyes? Have you noticed through how many years he plodded on, not caring to display the glittering appearances of other men, but, holding the star of the highest honour to his breast, honestly kept on his way unto the end?

That man is as the oak that sprang from the acorn.

Have you ever known a man who, starting with the best chances in life, born in sunshine, and having little to care for, became still so reckless of that care, and so vain of his possessions, that the clouds gathered over his sun, and the rains of adversity destroyed the silken texture of his wings, and his short career ended in utter ruin?

That man is as the ephemera.

Since I have engaged myself in the production of this book, I have made inquiries respecting the progress of many persons now holding rank among the merchants and traders of London. And the instances are numerous and striking wherein men, commencing with the humblest means, have thriven to a surprising degree.

It may be true that they did not act upon my precise method of money growing; and, it may also be true that in some cases there were peculiar talents, which, acting upon favourable circumstances, greatly assisted the fortunate result.

But I discover, nevertheless, that in each instance some principles of economy, closely approaching to those I am endeavouring to enforce, have been acted upon; and that those principles have been the mainspring of success.

CHAPTER IX.

SHOWS WHAT THE AUTHOR DID WITH HIS FIRST PENNY; AND TREATS OF THE GROWTH OF THE PENNY BY PROFITS AND DISCOUNTS.

At the time when I commenced my hobby, which at length I began to regard as the science of the cultivation of Pennies, I was a small shopkeeper in a country town within a hundred miles of London. And it may be that I possessed some advantages that would greatly assist my experiment. But there are tens of thousands of persons who possess the same advantages; and those who do not enjoy them have other privileges which are, probably, equivalent to those which I possessed.

My shop occupied a situation in a central part of the town, though I cannot pretend that it was a first-class shop. Indeed it presented a very humble appearance as contrasted with my neighbour ———'s, who rejoiced in a splendid drapery establishment, and spent a great portion of his time in driving about in a one-horse chaise.

Then there was the chemist and druggist opposite, who had recently expended some hundreds of pounds

upon a new front, with carvings of lions' heads, and lizard forms, that made the boys think, when they were first put up, that Wombwell's menagerie was about to be exhibited in Mr. ———'s establishment. I didn't care so much for the humility of my own establishment, in contrast with that of the chemist and druggist, but I did feel somewhat aggrieved that, with the object of obtaining a blaze of popularity for himself, he should set in his window a monster globe of green water, and place behind that globe a powerful gas burner; so that, when the latter was lighted, the rays of green light, which had acquired a sickly hue by dispersion, fell upon my modest little establishment, and tinged every nook and cranny with its unearthly glare. People used to remark by night that my rice was not of a good colour, and that the lump sugar was inferior in quality. They used to tell me, too, that Mrs. ——— looked very ill. All this was owing to that disagreeable green light, which stood haughtily radiating in the chemist's window.

My shop stood near to the chief posting-house of the town, the owner of which was, in fact, my landlord. One day, some time prior to the period of which I am now speaking, he came to me and gave me notice that he must take away a portion of one side of my shop, for the purpose of widening his carriage-way.

All this has something to do with the history of my Penny, as you will presently see.

I determined to submit to the inconvenience of this alteration, rather than remove from the spot where I had done business for many years. The result was that one window was nearly all taken into the carriage-way, excepting about forty inches; then came the door-way, and then the larger window.

Now then, as to my first Penny, and its connexion with the little window I have been describing.

My mind having been fully made up upon the subject I determined to commence one Monday morning. I took a Penny from my pocket, and, as a matter of curiosity, I made several nicks in the rim, with a fine file, so that I should know it again, if it came back to me. It was a Penny of the reign of George the Third—one of those with the thick flat border.

What to do with my Penny at first perplexed me very much. But, determining to give it the best chance that I could, and seeing at the time no other way of investing it, consistent with my ordinary arrangements, *I determined to purchase from my own stock, at the wholesale price, an article usually purchased in Penny-worths on Monday mornings, and to sell it to the first applicant.*

The reader will probably be aware that there are many articles in trade which yield much more than the average profits of trade; and, also, that the ratio of profit upon small quantities sold is much greater than that upon large quantities. It is obvious, therefore, that the profit upon a quarter of a hundred weight of a given article, sold in Pennyworths to many persons, is much larger than upon the same quantity sold to one person.

When my shop closed in the evening, *I found that I had produced, or grown, seven Pennies. The Penny had reproduced seven times in the day.*

Now this, to me, was a great fact. *I had now seven Pennies to employ as seed.* And although it was very certain that I could not continue to place all my accumulating Pennies under the same influences as the first one, yet it was obvious that an accumulation of Pennies, rightly employed, must produce a larger daily profit than a single Penny employed under the most favourable circumstances

Having thus started the germ of my system, I determined as rapidly as possible to make it in every respect independent of my general business. That is to say, I would put my Penny upon its own resources, and not

allow it to infringe upon the profits of my previous trade.

In the course of two or three weeks I had accumulated several shillings by the sale of Pennyworths of the article with which I commenced; and already, in Pence, a little heap of profits had accumulated before me.

When I looked upon this heap, I could not doubt the success of my experiment. For at this time, you will remember, my hopes were centered upon the raising of only *a hundred pounds.* I had not yet begun to aspire to the larger amount.

Well, the time had come, when I had so much capital *in Pennies* that I was perplexed how to employ them all to the most advantage; for it was my object, as far as possible, to make each Penny reproductive of itself.

At this time, my little shop window, which since the alteration, had scarcely been used except to exhibit a few parish notices, and bills of lectures given at our Mechanics' Institution, came fortunately to be of great service. At present it was turned to no profitable account. I determined, therefore, to devote it to the service of my Penny, by introducing for sale various articles in which I had not previously traded.

In deciding what those articles should be, I had to

exercise the greatest caution. And I took care in the selection of them to see that they possessed the following essentials:—

That they should be articles *wanted* by the public.

That they should be *imperishable*.

That they should be *saleable in small quantities*.

That they should present an *attractive appearance*.

That they should yield *a good profit*.

As commercial travellers were constantly coming round, anxious to introduce packet and proprietary articles, I found no difficulty in making small purchases of a great variety of useful things. And soon, with these, and with the handsome show-cards which were supplied with the articles, my little window presented a really attractive appearance.

I may have been guilty, for some time, of partiality to this little window. The larger one may probably have had ground to complain of slighted attention. It might have been said, with some truth, that I wiped the panes of glass in this window oftener than in the other; and that when an article was sold out of this window, it was immediately replaced. But was not this excusable, for a time, at least, under my new enthusiasm?

This would be the testimony of my larger window,

and of every article in my shop, could they speak—*that my little window taught me to properly estimate the value of every Penny employed in trade—of every civil attention paid to a customer—of the utmost promptitude in the execution of orders—of the highest principle in the pursuit of trade—of the certain success arising from giving satisfaction to the public—and of the great importance of careful book-keeping, that I might know my relative position with the world from day to day.*

This was the teaching of my little window, and it soon influenced my general business. I fully believe, were I to set down, in addition to the direct profits derived from my Penny, the indirect profits accruing from its teaching, the amount would be much greater than that indicated in the title of this book.

What, then, was the result of my experiment after a few months had transpired?

Why, that I found myself with a supplementary business growing so rapidly as to promise to overtake, in its importance, my general trade.

Reader, let me assure you that you cannot judge of the wonderfully rapid progress to be made, under judicious management, in a supplementary business like this, where the profits are allowed to accumulate,

not a Penny being subtracted for any purpose whatever:—

No rent to pay.

No taxes.

No artificial light.

No mouths to feed.

No backs to clothe.

No risks from bad debts.

No labour to remunerate.

Profit constantly being added to Principal, and Principal constantly being applied to the augmentation of Profit.

I could not fail to recognise the fact that Profit was by far the most important element in the reproduction of Pennies. For instance, I might put money into a bank at four or five per cent. interest. I might lend it in secured loans at seven and half or ten per cent. interest. But in *profit* I could turn *twenty*, *twenty-five*, or *thirty per cent.*; and as there were few things that I purchased which I could not feel certain of selling out in a year—the year which is the year of interest—I determined to keep all my money applied to the production of profits, so long as I could find opportunities of introducing new articles, and of enlarging one branch of my trade, without detracting from another branch.

But, although I would not at this period put my money out at *interest*, I frequently availed myself of it to obtain *discounts*, for the prompt payment of accounts connected with my general trade. Many a time, when an account was brought to me, say for ten pounds, I have said to the person with whom I dealt, "Will you have the cash, or let it stand over?" I generally found that, although politeness clumsily said, "Let it stand," there was an under tone which always seemed to say "Cash." Of course I found it easy—because it was true—for me to appear indifferent, and to say, "It's all one to me—if you like the cash, you can have it for discount." It was generally accepted; and *I found that a discount of five per cent. upon a three months' account was equivalent to interest at the rate of twenty per cent. per annum.*

I found, moreover, that upon every occasion when I paid a bill of this amount, and received the discount, I had, in fact, *grown a hundred and twenty Pennies in a few moments!*

I therefore soon worked the whole of my business upon the system of purchases for ready money, and the advantages I found to result were immense.

Of course I kept a separate till, and separate books, and ultimately a distinct banking account, for my Penny.

And what may amuse the reader, and what puzzled many of my acquaintances, was this—I always spoke of my money, derived from my Penny, as "My Penny." In conversation I never would give up that term—and people used to stare sometimes when they heard me say that "*I would draw a cheque upon my Penny*" for the payment of a bill which might have been twenty pounds!

CHAPTER XII.

SOME FURTHER REMARKS UPON THE ANALOGY BETWEEN THE REPRODUCTION OF PENNIES, AND THE GROWTH OF WHEAT.

You lay a grain of wheat in the earth; the warmth and moisture awaken its vitality, it throws out a germ which strikes deep into the earth, and this germ conveys nourishment to those parts of the structure which have yet to be developed.

You open your shop window, you place an article in it—it is the germ of a Penny, which you desire to grow.

Drops of rain fall; they moisten the ground in which the grain of wheat lies.

People pass your shop. They walk heedlessly by. They walk by in such numbers that the article set in your window cannot be seen by a person on the other side. They are as numerous as the drops of rain that fall over the wheat.

Time passes on, and one would think it a wild speculation to predicate the period when a drop of water would reach the wheat, or when a customer would purchase the article you had placed in the window.

But the water reaches the wheat.

And the customer has found your article.

The wheat has grown; and your Penny has borne fruit.

That customer was as certainly coming to you, in the general order of occurrences, as the water was going to the wheat.

What millions of grains are cast into the earth every year; and how invariably they spring up, and yield their increase!

What millions of shutters rattle down every morning; what numbers of doors open, and how invariably do customers enter.

Did a shopkeeper ever know a blank day? Even in the rain, the snow, or the heat, somebody has come. Some sales have been effected.

The laws which govern trade are as regular in their operation as those which govern nature.

People cannot live without exchanges. The progress of the seasons, the changes of temperature, the alternations of day and night, the succession of births and deaths, health and disease, the necessity for food, the variations of fashion, and the caprices of taste, all contribute to keep the elements of trade healthy.

These are the elements in which Pennies grow. And he is the best cultivator who suits his seed to the soil, marks well the time of sowing and of harvest, who treasures his harvest when he has gathered it, and takes care not to exhaust the soil, so that Pennies, when cast in, will not thrive.

CHAPTER XIII.

SHOWING WHAT THE AUTHOR DID TO RENDER HIS FIRST HARVEST SECURE.

One night I was awakened by loud cries of "Fire!" I immediately conceived that I was ruined. Almost the first thought that crossed my mind was "my Penny's gone." Wife and family were all in a terrible fright, but upon looking out of my front window, I saw that the premises of ———, the chemist and druggist, were in a blaze. With that selfishness that I suppose any other man would have felt at such a moment, I exclaimed, "Thank God it's not here." I ran down and rendered all the assistance I possibly could. The engines were a long time coming, and when they arrived they could not be set to work rapidly, being out of order from long disuse. The consequence was, the chemist was burnt out, the costly front of carved lions and lizards was completely destroyed, the green light annihilated, and what is worse, my neighbour ruined, for he was *uninsured.*

This was in the month of March, 1845, at which time

I had made considerable progress in my plan, and, as will be seen from the entry in my diary, quoted in the first chapter, had enlarged my design from the accumulation of one hundred pounds to five hundred pounds.

I became, from this event, deeply impressed with the folly of allowing one's earthly possessions to be exposed to dangers of destruction which in a few hours may annihilate the reward of a life's industry, and for which society has provided a system of most efficient protection.

I therefore determined to at once avail myself of the power of the Penny under the system of *Assurance.*

I found that a payment of only *forty-five shillings*, or *five hundred and forty Pence* was sufficient to obtain assurance against loss by fire, for one thousand pounds, or *two hundred and fifty thousand Pennies.* This was sufficient at the time to cover the assurance of my general stock in trade, as well as my Penny property, which was daily accumulating. I therefore determined to devote *five hundred and forty Pennies* annually to the protection of all my other Pennies—to make them, the smaller number, the guardians of the larger number, against one of the chief liabilities to destruction and loss. And I felt, the moment that this assurance was effected, *that the worth of every Penny had increased, for the value of all property is*

enhanced in proportion as the chances of its destruction are lessened.

I paid the premiums of this assurance out of my Penny profits, and in this way compensated my general business for the benefits it had conferred upon my Penny.

This accident, which had proved so disastrous to my neighbour, the chemist, not only aroused in me the determination to assure my property against fire, but to provide for a calamity certain to arrive sooner or later, and which, coming at an early period, and finding me unprepared, would produce consequences too terrible for me to meditate upon, and yet be happy, after having my mind thoroughly awakened to the importance of the subject.

Those who have followed my remarks thus far may already have imagined that I, who resorted to this scheme for the growth of Pennies, and who have been counselling others to follow in my steps, am a sordid, penurious man, making the love of lucre my chief passion, and self-aggrandisement my greatest aim. Against that charge I shall defend myself in one of my concluding chapters. And I think I shall succeed in showing that a man may exhibit the most rigid economy, and yet be a liberal, a sympathising, and a just man.

The street which my house stood in led to the churchyard. There were four streets, or roads, which crossed each other, and one of them leading down over a hill, and opening into a picturesque valley, led to the parish church. Almost daily I heard the bell toll, and saw a mourning train pass from one of these streets down over the hill which led to the church, which stood in the midst of the ground that received the dead.

I had a wife, a son, and two daughters. And the solemn truth burst upon my mind that it must soon become my turn to be borne down over that hill, to that church, and that my grave would be in its ground.

What, then, would become of my wife, my daughters, my son? The first too old and feeble, the latter too young, and my daughters utterly unprepared to enter into the struggle of life. I had seen, in too many instances, the terrible evils of leaving daughters unprotected.

When this thought crossed my mind, I became exceedingly unhappy. I drew near to my wife and kissed her, and, embracing my girls, I tightened their arms around me, and in that moment a strong resolution entered my heart.

I am one of those men who do not require to resolve

twice upon an act which I have determined to be right.

I looked at my little window which my Penny had stored with valuable goods; I looked into my till—my Penny bank—which moved heavily on its frame; I looked into my bank-book, and into my general accounts; and then I determined *that my Penny should guarantee my family against the greatest calamity that could befall them, the death of their father—their only earthly friend and protector.*

This occurred in the month of April, 1845, at which time I was forty-five years of age. Upon looking into the tables of life assurance I found that, for a payment of a little more than *eighteen pounds per annum*, I could secure, in the event of my death, the sum of *five hundred pounds* for my family.

I also found that, by a payment of something under *fifty pounds per annum*, I could *secure to myself five hundred pounds should I live to the age of fifty-five, or, should I die before that age, the amount of five hundred pounds would be paid to my family.*

I looked upon it, that, in this mode of assurance, *I was only laying by fifty pounds a-year to be returned to me ten years hence, and that the interest of that sum would be*

applied by the office to cover the risk of my death, and thereby secure five hundred pounds to my family, if I did not live to share the joy of receiving the five hundred pounds with them.

According to calculations I made at the time, this premium, though heavy, was considerably less than the profit I was making out of my Penny. I therefore effected this assurance, in one of the best offices, and I cannot explain to you, reader, the unutterable joy I felt when I reflected what I had achieved for my family, *with a Penny!*

Remembering my grandmother's "hobby," the zeal with which she worked out its fulfilment, and the fact that she accomplished the end she had in view,—I should have been ashamed if I for a moment feared the entire success of my own better plan. I never entertained the slightest doubt that I should live to see my desire fulfilled; I felt all the worthier to live, on account of what I had done; I felt that the cause of one-half of the griefs and forebodings which bear men down to the grave, had passed away, and that the chances of mature life were all the more favourable. My grandmother's age, at the time of her death, was much greater than mine would be, even when I should become entitled to the five hundred pounds. And therefore I not only felt the

probability that I might live until then, but that I might remain in the bosom of my family, for some years afterwards, to enjoy the reward of my prudence.

I used still to see the mourning procession come up the streets and turn down the hill; I used as frequently to hear the bell toll, but its sound seemed changed; I used sometimes to walk into the churchyard and hear the solemn service read. These things spoke to my soul of greater and more solemn obligations; but they no more aroused in my conscience fears of a starving family, of a wife in the workhouse, and of daughters unprotected.

CHAPTER XIV.

WHAT WERE THE NEXT FEATURES IN THE PROGRESS OF THE PENNY.

It may be supposed that for a time my operations were considerably cramped, as compared with the previous two years. I had less opportunity of making ready-money purchases to advantage. Fewer chances of making money by *Discounts*, and my opportunities for making money by *Interest* were deferred, because the payment of premiums, and the keeping up of my stock, necessarily absorbed a considerable portion of my capital. I had already placed some money out at interest, and of this I shall speak more in detail in another chapter.

But I was very happy; and had I not every reason to be so? See what my "hobby" had done for me, in little more than two years. A Penny had already secured to my family *five hundred pounds*, in the event of my death, and yet, in securing this vast privilege, had taken nothing from my prospective capital, which was likely to return to my own hands.

I felt so happy, that I became somewhat sleek and ruddy. People who read this book must not imagine me as a pale miser sitting behind my counter, weighing my gold with sinewy hands.

I fancy that my robust appearance, and a certain frankness and brusqueness of manner, must have done me great good with my neighbours, and with the dealers with whom I traded.

People's faces are often a reflex of their tills.

A blank page on the credit side of a banker's book blanches the cheek of the depositor.

A full page of ugly debits sets a dark frown upon his brow.

If you meet a man with sunshine playing around his heart, you immediately say to yourself, "I think that man must be doing a good stroke of business."

If you find a man hanging down his head, and muttering about the badness of the times, and "there are no such opportunities now a-day;" you are apt to say "I shouldn't be surprised to hear something wrong about John Noakes (supposing that to be his name) some day."

You would be disposed to say to the man with the sunshiny heart, "Come, I should think we might do a

little business together. We can put you on as good terms as anybody, and will try to do a little better, for acquaintance sake."

You would say to the cloudy man, if he sought to do business with you, that, "Things are very tight just now, business scarcely worth doing—*except for money*."

The more the cloudy man sought you, the faster you would run away from him; and the more the sunny man avoided you, the more eagerly you would seek him.

The sunny man would be asked inside to take a bottle of wine; the cloudy man would see your window blind pulled down, as he approached your house.

The sunny man need not knock twice, the cloudy man would have to throw himself upon the most spirited performances of the knocker.

The sunny man must be shown into your presence immediately.

The cloudy man must wait.

People judge of the health of wheat by the vigour of the blade.

They judge of the existence of money by the demeanour and the physiognomy of the man.

I have been the cloudy man and the sunny man at various periods of my life. And I can assure you,

reader, that even a Pennyworth of sunshine—such as I had produced up to this period of my history—has a wonderful effect.

I will give you one piece of advice which you may treasure up:—*Take care to reserve some sunshine for the evening of life.*

CHAPTER XV.

LIABILITY TO MISCONCEPTION PREVENTED.

It has struck me that some persons may fancy there is an inconsistency between my resolution as stated in the first chapter, and my mode of carrying that resolution out.

When I resolved to "Take a Penny, and turning it to profitable account, apart from my general business, to add the profits to the principal, and never to divert any portion thereof, under any circumstances," I never contemplated debarring myself from *such application of*

portions of my capital as were necessary to the security of the whole, or tributary to the ultimate completion of my plan.

The sum paid for the assurance against fire put it out of the power of that formidable element to take my capital from me.

The sum paid for the life assurance defied that terrible visitor, Death, to deprive my family of the benefits of my enterprise.

While it also secured to me, if spared, the certainty of the fulfilment of my design.

CHAPTER XVI.

THE NEXT IMPORTANT EVENT IN THE HISTORY OF MY PENNY.

THE next event, of much importance, in the history of my Penny, though it is not stated here in the precise order of succession in which it occurred (since there are many matters of unimportant detail which need not be referred to at all, and others of a general character, of which the *principles* only, and not the facts, need be stated), related to my house and shop, under the following circumstances:—

In the year 1847 my landlord became sacrificed to some law-suits in which he had long been engaged, and his property was ordered by the Vice-Chancellor to be sold. He had a lease upon my house for the unexpired term of seventeen years. The year of 1847 was one of general commercial depression. Money scarce, failures plenty, credit shaken, trade bad.

I used to pay a rent of £25 a-year, and when the sale by auction was announced, I made up my mind to endeavour to buy the house. I was only a yearly tenant, and should any unfriendly adventurer buy it,

and give me six months notice to quit—what would become of my Penny?—my business?

The house really seemed all the more valuable to me, because of my Penny, because of the little window, and because it was the birth-place of my "hobby."

Twenty-five pounds a-year was worth, I thought, an outlay of two hundred and fifty pounds—that being at the rate of ten per cent. interest. There was a small ground-rent, but it was a trifling sum.

Two hundred and fifty pounds was a great sum to ask my Penny to give me, so soon after his large contributions to assurances, and the purchase of stock in trade.

But, somehow or other, my Penny would and did grow. *Profits—Discounts—Interest—favourable Cash Purchases*, &c., made my Penny quite prolific. I couldn't stop his reproduction! So long as I wasted none of his productiveness, but strengthened the tree by consolidating its bark, I found it impossible to uproot or overthow him. He was a wonderful Penny. And although he was not at this time prepared to buy my house for me, he was able to give me such aid as, with means I could obtain from other sources, would have put that within my reach at the price I myself had marked down.

But it so happened that the time of the sale was singularly fortunate for me. There was no money to be spared in the town. A few stragglers came and looked at the house and turned up their noses at the "little squat window," as they called it,—that window that had proved so fortunate to me,—and the jammed-up shop (they forgot that it was jammed up by being well-stored). I wouldn't let them see my anxiety in the matter; I packed up a lot of things which had not been ordered while they were looking about, just to make them fancy that I was indifferent.

The morning of the auction arrived.

"Going to the sale to-day?" said Mr. ———, the draper, as he moved off from the door in his chaise.

"I shall look in," I said, "just to see what's going on. Are you a buyer?" I asked. I was afraid of *him*, for even in that day a rage for great windows had commenced, and I thought he designed spreading his wings of putty and glass all over my front. Those wings! how many moths they have carried into the flame!

"Possibly I may be," said he, and he was off with a smack of the whip that made me feel cold all across my lips.

My poor Penny! how I wished you were better off. I would have bid a hundred pounds more, if you could have helped me. But how can you and I stand up against the rich draper, and his one horse chaise? These thoughts crossed my mind.

Building societies were not, in that day, so much in vogue as at present. There had been a Tontine society in our town, but that was exclusive. Had there been a building society I should have rushed off to become a borrower. I had already studied the principle, and quite approved of a tenant paying his rent, as it were for himself, and the house becoming his own, after ten or twelve years. In fact I wanted to be a building society myself—my own secretary, my own treasurer, saving all the expenses, and having the meetings in my own house.

The time for the sale arrived. All sorts of people came about. There were several lots to be sold before my house and shop, and I sincerely prayed that everybody who had money would spend it all before my little domicile came to the sacrifice.

Mr. ———, the draper, rattled back in his one horse chaise, rattled right up the yard where the sale was going on. I thought I should faint. I went into

my house and consulted my bank book, passed a few minutes with my Penny, and he told me the full extent to which he could go. I returned to the sale.

Going up to Mr. ———, the draper, I said to him, "Now *that's* the lot for you," meaning a range of buildings on the opposite side, and thinking, that if I could get him to spend his money, before it came to the time of my poor dwelling, I should stand a better chance.

But, whether Mr. ——— had no money (a subsequent event of some magnitude in a shopkeeper's affairs seems to point to that conclusion), or whether the significant words "In Chancery" had alarmed the simple people of our neighbourhood, I can't say. The lots, however, were disposed of very slowly, and at wonderfully low prices.

"Lot 20!" oh! that's me, I felt. Well, up it went —house, shop, "squat window," back yard of so many feet, boys' bed-room, girls' bed-room, mother's little parlour—all to be knocked down to the highest bidder. "Now Penny," I felt, "do your best." I made no sign of bidding, and the auctioneer scarcely looked at me. At last there was a pause—"Going, going, if there's——" "Did I understand you, Mr. ——?" inquired the auctioneer. I gave a stealthy nod of assent, not wishing anybody to see me but the man who held my fate in his hands.

"Going, going—gone!" *I had bought the house for one hundred and fifty-five pounds, and my Penny was quite ready to pay the whole of that amount!!*

CHAPTER XVII.

OF THE GROWTH OF THE PENNY BY INTEREST, AND OTHER MATTERS.

The ordinary rate of interest is five per cent. That is to say, the sum of five pounds per annum is considered an equivalent for the loan or use of one hundred pounds. Now, what is this five per cent., more closely considered? It is *a Penny per month* for the use of one pound. A pound, therefore, produces a Penny in a month.

The rate of interest may, however, be increased or decreased, according to the circumstances under which the loan is made.

Loans, secured by the Government, or by lands, or by inalienable and indestructible property, seldom bear

higher interest than from three to five per cent. Loans secured upon stock in trade, or upon rights of succession, which are of doubtful issue, bear interest of from five to fifteen per cent. And in other cases, where the security is of a very doubtful character, and the repayment of the money dependent upon the merest chances of success by the borrower, the rate of interest may run as high as *sixty per cent.*, as in the case of the transactions between the notorious Palmer and his solicitor. At this rate of interest a pound would produce *twelve Pennies* in a month.

In my own money-lending transactions I obtained from seven to ten per cent. interest, by lending to tradespeople of my own locality upon security. Of the nature of these securities I do not feel it necessary to speak, because they were peculiar, local, and were generally for small sums, and for short periods.

Money should never be lent, by those whose object it is to make money, without ample security.

The business of the pawnbroker is one of the most profitable that can be imagined. He never lends more than one-third of the value of the article placed in his hands; he has the power of realising his security at the end of twelve months, and he charges interest at fifteen

per cent., and reckons every fraction of a month as a month. —

Although I did not adopt this system of business, I nevertheless made money by loans in a manner not dissimilar to the pawnbrokers' system. I charged a less interest, and I found that there were many persons who dared not be known to communicate with the pawnbroker, who found it very convenient to arrange a loan with me for a short period.

This system of money lending confers great benefit upon tradespeople who may at times be driven to a pinch.

The largest Penny growers, under the system of money lending, in the present day, are the Rothschilds. Baron Rothschild would probably smile if he heard himself styled a grower of Pennies; but no one knows so well as himself the truth of the designation.

Let us see whether the Penny is not an element carefully regarded, even in affairs of great magnitude. Take the facts connected with the recent Government loan :—

A numerous attendance of capitalists took place at the Treasury to take part in the biddings for the new loan of £5,000,000. Baron L. Rothschild, Sir A. Rothschild, Mr. J. Capel, Mr. Norbury, Mr. Biddulph, Mr. R. and Mr. T. Thornton, Mr. B. Cohen, Mr. L. Cohen, Mr. Majoribanks,

Mr. Lawrence, Mr. Cazenove, &c., were received by Lord Palmerston, the Chancellor of the Exchequer, and Mr. J. Wilson, on the part of the Government. The Governor and Deputy-Governor of the Bank were also present. The Chancellor of the Exchequer handed to the Governor of the Bank a sealed paper, containing the *minimum* terms which the Government were prepared to accept.—Baron Rothschild handed in a paper containing his tender. No other tender being offered, the Chancellor of the Exchequer opened the paper handed to him by Baron Rothschild, and read—

"May 19, 1856.

"Sir,—We beg to offer for the proposed loan of £5,000,000, to be paid for at the periods mentioned in the public notice of the 8th inst., at the rate of £108 Three per Cent. Consolidated Annuities, with dividend from January last, for every £100 in money, on which we are ready to pay the required deposit."

The Chancellor of the Exchequer: That is not equal to our terms How much is that equal to in Consols?—Baron Rothschild: Very nearly 92⅝.—Mr. Wilson: Or 92½?—Mr. J. Capel: It is between 92½ and 92⅝. —Baron Rothschild: It is within *ninepence* of 92⅝.—The Chancellor of the Exchequer: Well, that is not equal to our terms. Will the Governor of the Bank open the paper which I have placed in his hands? The Governor having opened the paper read the *minimum* terms of the Government, one hundred and seven pounds ten shillings and *sevenpence*, or equal to 93.—The Chancellor of the Exchequer: There is, therefore, a difference of ⅜.—Baron Rothschild: Will you allow us to retire for a few moments, as before.—The parties then retired. On their return, Baron Rothschild, addressing the Chancellor of the Exchequer, said: We have decided on accepting your terms.—The Chancellor of the Exchequer: You will please sign the usual paper.—Baron Rothschild: Yes. Your terms are £107 10s. 7d., or Consols at 93.—The Governor of the Bank: Precisely so.—The contract was then signed in due form, and the parties immediately withdrew.

Now what is the meaning of all these symbols of ⅜, ⅝, ⅞, and so on? They are simply the more convenient

forms of expressing the number of shillings or Pence that remain over the measure of pounds. Ninety Pennies are represented by ⅌.

Having thus proved that the Rothschilds, and the money lending classes generally, are emphatically Penny growers, probably my new science will be raised in the estimation of many people who are influenced by high names, and by established precedents.

CHAPTER XVIII.

GENERAL REMARKS UPON THE PROGRESS OF THE AUTHOR'S PENNY.

THE reader may be inclined to suppose, from the rapid progress which I made in the first years of my plan, that it would subsequently grow more rapidly than it will appear to have done.

But this will be a misconception on the reader's part; and it is a misconception which I feel it to be most important to guard against, not alone for the sake of setting myself right, but for the purpose of preventing the reader from going wrong, whenever he may attempt to follow my plan.

In whatever enterprise you engage, it should never be forgotten that the time must come when it *finds its level*. Thousands of persons are ruined by not taking this law of human affairs into account.

I will explain what I mean by saying that I could not every successive year make the same positive progress as in the first four years, for the reason that every step I took narrowed my remaining opportunities. I had but

the one window, which was unoccupied, to apply to my plan; I could not go on adding a new window every year; there was a limit to the articles that I could introduce; the population of our town, and their wants and means were limited; and there was also a limit to my own powers of labour.

My great success, I think, consisted in the early recognition of this fact, by which I was restrained from over-forcing my plan, and losing in feverish and irrational efforts the good I had accumulated under favourable circumstances.

The first five years of my enterprise were *occupied in building up*, and the remaining years in *consolidating*.

And it will be necessary for every one who follows in my steps to take the same precautions against retrogression which I did.

My great care was now to provide for the payment of my *assurance premiums*, upon which the realisation of five hundred pounds depended. The saving of a rent of twenty-five pounds a-year, by the fortunate purchase of my house, was a great aid towards this. And year by year I now found myself progressing steadily towards the object I had set down for myself. If I had ever entertained any doubt of the entire success of my

plan, it must have vanished before the gradual and steady progress which I found myself making. But I had some temptations and difficulties yet to overcome.

CHAPTER XIX.

THE TEMPTATIONS AND TROUBLES OF THE PENNY.

The reader must not suppose, from the manner in which I have told my story, that there were no difficulties in the history of my Penny; they were, in fact, very numerous and perplexing—but I fortunately knew how to deal with them.

"Save me from my friends," is an adage which has a stinging quaintness in it. I had friends. My first friend was a lawyer. When I purchased my house, I engaged him to obtain the proper transfer; and, so far as I can judge, he did his duty, but charged rather stiffishly.

He appeared, from that moment, to take a great

interest in my affairs. Calling one day, soon after the purchase, he said, "I say ———, I've been looking into those papers of yours, and into the original lease, and I find that ——— had no right whatever to take your window into his carriage-way. He was expressly restrained by the covenants of his lease, from making any alterations that would interfere with the then existing divisions, or sites of the premises. It's the easiest thing in the world to make the present occupier give up the space. In fact, I should advise you to shove the window back to its former position, and snap your fingers at 'em."

"Do you think so?" said I, and I began to twirl my thumbs meditatively over the counter. I looked at the little "squat" window, and it certainly at the moment seemed more pinched than I had ever seen it before.

"Just step outside," said he, "and see how much better it would be for you."

So outside I went with my friend the lawyer, and we paced out the space, and talked it over.

"Why," I said, "I'm afraid it would cost me nearly a hundred pounds to put that window all right as it was before."

"Pooh, pooh," said he, "not twenty pounds."

Now, I don't know, reader, whether you ever heard a lawyer say "Pooh, pooh," but my lawyer had a most remarkable way of throwing the most intense meaning into those two little words. His lips were large and soft, and I assure you, when he said "Pooh, pooh," he did it in such a manner that left nothing to reply to—the words carried conviction with them.

So I returned to my shop, "pooh, poohing" the cost altogether, and prepared at once to bring an action for trespass, or anything else that my lawyer might advise.

Well, this would be a very long story were I to tell it out. So I shall sum it up, as my lawyer did me, before all was over.

I grew very uneasy about a legal dispute with a neighbour—I didn't want my Penny to become the oyster in the lawyer's mouth. So I wrote and told him, that I would not go on. Then he wrote and acknowledged the receipt of my letter; said he would call. He did call, and persuaded me to alter my determination. I pleaded my anxiety of mind as to the result, and declared I would rather have the window as it was.

However, he gave another "Pooh, pooh," and it was all over with me. The next day he came, bringing a

builder to draw up a plan and make an estimate, and he drew up notices to serve.

Then I grew very nervous, and wrote to him saying that I declined going on with the matter, and begging him not to take any further steps. I kept out of the shop several days, because I literally dreaded the effect of that "Pooh, pooh," of his. He called—I didn't see him, and the matter dropped———until six months afterwards, when I received a bill of costs including consultations, plans, estimates, notices, &c. &c., which literally staggered me. I protested against it—but that significant "Pooh, pooh," again, which now had acquired a terrible power, too clearly indicated my fate. I was hurriedly served with a writ, and I verily believe, if I hadn't at once settled the thing, and cut the lawyer's acquaintance, it would have ruined me.

Then I had a few friends in the bill discounting way. I gave value for two or three pieces of paper, which are all that I have now to remind me of the *noted* individuals with whom I had had the honour of dealing.

Then another friend of mine nearly tilted me over by a scheme for a patent of his, which was to make both our fortunes, but which ruined about a dozen people. Fortunately I withdrew from it in time.

Then I nearly had the honour of being elected a Director of a Company, which I afterwards found would have entitled me to a place in the Queen's bench.

These, and some other things of minor importance, constitute the temptations and the troubles of my Penny, which at last I learned how to control.

CHAPTER XX.

THE AUTHOR'S PLAN DEFENDED.

As I have little left to say in explanation of my plan, I will offer a few remarks in answer to the objection that it is likely to develope selfish principles, and lead to penurious habits.

It had no such an effect with me. On the contrary, the comfort I derived from the fact that I felt myself secure in my humble position, led me to be more cheerful and frugal at home, and more generous and affable abroad.

In those acts of charity which came within the scope

of my means, I felt that the knowledge of the worth of that which I bestowed ennobled the gift, and afforded to me the greater satisfaction of having conferred a substantial good.

Possibly, my science of Penny growing gave me discernment in the selection of objects for my charity. Knowing that my gift had within it the germ of good, if rightly used, I may have preferred giving it to the industrious man in distress, or the poor widow in misfortune, rather than to the strolling vagabond, practising an idle cheat upon the crowd.

I may have selected, as the recipients of my trifling bounty, those who struggled to bear the stings of poverty silently, and not those who shouted with lusty voices a tale of their starvation from the road-side; those who sought to wrap the mantle of poverty decently around them, and not those who made the unseemly show of rags and filth their daily appeal to the passer-by.

The farmer who reaps a good harvest is not made sordid by his prosperity; he calls his friends around him, he rejoices his labourers with good cheer, and he gives the gleaner a welcome to his field to gather the scattered ears.

The grower of Pennies will emulate the farmer. He will be cheerful and benevolent because of his success; whilst his example of industry, integrity, and frugality will shed a salutary influence around him.

As one farmer contemplates the farm of another, and watches the improvements of cultivation, and applies what he sees to his own good, so do men regard the moral examples of each other, and gather inspiration from whatever is elevating and pure.

It will be found in this plan, as in all other matters, that honesty is the best policy. Whatever is fraudulent generally defeats its own objects. A shopkeeper who is doing a good trade in a staple article, may foolishly say to himself, "If I can adulterate this without detection, my profits will be so much the greater." He practises the cheat, and rejoices in his success. But somehow or other, although the adulteration has not been discovered, the demand for the article has fallen off, it has not given satisfaction, and the shopkeeper's profits upon this one item have sunk below their previous figure.

This is one lesson taught by the Penny.

Another lesson taught by the Penny is this:—that it is so easy to attain to a comparatively independent position, and to provide for those who otherwise would be helpless

and wretched when the messenger of death made his appearance among them, that it is a sin to neglect so feasible a plan for averting the terrible calamity of seeing Death and Starvation together seize upon our home.

CHAPTER XXI.

THE POLITICS OF THE PENNY.

Our town was a borough, and it was frequently the seat of very severe political contests. Politics in England, and especially in country places, is a system which Sparta would have anathematised, and which future history will disguise. Our electoral system consisted of the Earl of ———, and Sir ——— ———, both of whom had estates in the neighbourhood, and sought to ride rough-shod over the borough. One was a Whig, the other a Tory. These were their party designations, and the sapient inhabitants of our town were divided into these two bodies.

There is this peculiarity about country politics—that you generally find a most equitable division of the trades-people in the opposite interests, in all cases where politi-

al influence is strongly divided. Thus you find, in pretty nearly the same numbers

Tory,	*Whig,*
Brewers.	Brewers.
Bakers.	Bakers.
Butchers.	Butchers.
Drapers.	Drapers.
Grocers.	Grocers.
Hatters.	Hatters.
Inn-keepers.	Inn-keepers.
Tailors, &c.	Tailors, &c.

To say nothing of those remarkable subdivisions which occur in connexion with religious bodies, and which appear to exhibit an unaccountable modification of religious principles, for the convenience of political purposes.

Whence this very convenient division of the respective trades arises, I can't say. It would be too much to suggest that it may be a scheme of Providence to avert the possibility of one party acquiring the power of the loaf, by getting all the bakers over to their side, and starving the opposite body into submission. And one doesn't like to assert that people frame their politics according to the chances they see open of jumping into profitable connexions.

This problem must be left undecided. All I want to assert is, that my Penny had its politics, but they were neither Whig nor Tory. I mention this, not for the purpose of lugging politics into my book, but with the desire of showing that the Penny has its independence. *If you are only a Penny ahead of the world you have acquired a position.* It is the fetters of the breeches pocket that bind men down to political thraldom. The word Debit against a man's name, is the record of his moral incarceration.

My Penny was a most independent fellow. I owed nothing; and, therefore, had no one to fear. Nobody was my gaoler; but, I kept the keys that might have been turned upon many. My Penny, however, taught me to respect the rights and privileges of my neighbour.

I am certain that I lost nothing by this. In fact, in election times I was much sought by the committees of both parties; and were I to tell the many unique little anecdotes that now occur to my memory, of the stratagems employed by the opposite candidates to obtain me as a partisan, people might accuse me of egotism, and fancy that I had put too high an estimate upon my own importance. I will merely add, therefore, that my Penny and I maintained our independence in the borough.

CHAPTER XXII.

THE PENNY HAS BECOME A THOUSAND POUNDS.

THE farmer casts in the seed, and for awhile it is lost to sight. After a time green blades that seem scarcely strong enough to bear the weight of a fly, are found to have forced their way through the hard soil. Day by day they thicken, until the earth, once brown, is clad with a sort of green gauze, through which the sombre colour of the ground can yet be seen. Deeper and denser becomes the green, until at last the first breeze passing across the field wakes a rustling noise among the silken blades. They spring higher and higher, the blades become broader, the colour deeper, the stalk stronger, and soon, peeping from the bosom of each group of leaves may be seen something rounder, heavier, and more upright than the blades. Day after day this becomes developed, until at last the ripened corn waves in all its golden pride, and the heavy ears turning over, bend down as if to bless the earth from which they sprang.

How tedious—how impossible—it would have been to have watched that wheat with a fixed and unfaltering eye, from its being committed to the earth, to its ripening for the sickle. And yet, there it is, with its abundant produce, waiting the hand of the reaper.

So with my story. It would have been impossible for me to fix the reader's attention upon my tale, and to carry his mind through the narration of a long train of minor details, which are sufficiently indicated by the stronger features that mark the several epochs of my Penny's history.

In the beginning of the year 1843 I cast in my first Penny, I commenced my "hobby;" and in the year 1855, in the month of June, I received upon my policy of assurance Five Hundred Pounds. This, together with the lease of my house, and the other profits realised from trade and interest, amounted to the sum of *One Thousand Pounds*, in round numbers, but in reality to something more.

All this had grown out of a Penny, sown ingeniously, worked industriously, guarded carefully, and augmented continually.

My boy is now the manager of my business; my youngest daughter is married; my eldest daughter still

resides with us; my wife is still living, though very feeble; and my Penny, the magic Penny with which I commenced, is framed and glazed, and hung over the mantelpiece. I managed to get this Penny back again, after a time, and resolved never more to part with it. At one time it went quite out of my hands, and I obtained it again by the merest accident.

The design which ornaments the cover of this book is something like the one which my daughter drew around my Penny, the words being "*This Penny* became a *Thousand Pounds.*" The bookbinder, however, has adopted a Victoria Penny, instead of one of the reign of George the Third, because the former is more suited to the present time, the other becoming superseded as years advance.

CHAPTER XXIII.

FINAL WORDS TO THE READER.

In the brief space which remains for the further consideration of this subject, I propose to endeavour to persuade the reader *to commence the growth of Pennies at once.*

In my own case, it may be said that I possessed peculiar advantages; but I have already remarked that those who do not possess the same advantages as myself, have other privileges that are equivalent to them.

I will endeavour to show this.

Let us take the case of a person who does not keep a shop at all, and who, therefore, is in this respect debarred from making those exchanges upon which the return of profits materially depends.

Put a specific proposition. *What could a journeyman shoemaker do with a Penny?* I answer at once—*Buy a Pennyworth of leather, make a pair of trouser straps, and sell them for two-pence.*

Put another proposition—*What could a journeyman tailor do with a Penny?* I have known boys' caps to be made out of the merest scraps of cloth, and to be sold at a profit very large in comparison with the cost of the material.

A carpenter with a bit of wood; a tinman with a bit of tin; a comb maker with a bit of bone; an engraver with a piece of copper, or a bit of wood; a fan maker with a piece of paper, and a few chips; a designer with a black-lead pencil, and a sheet of paper; a glazier with a bit of glass; a needlewoman with needle and thread; a gardener with a small packet of seed, and a square yard of ground; a ticket-writer with a little colour, and a piece of cardboard; an engrosser with pen and ink; indeed, anybody with anything, resolved upon making a beginning, can do it. And a few months of endeavour will be sufficient to show the certainty of my plan—no further persuasion will then be necessary—the proofs will be self-evident.

The large class of shopkeepers, and especially of small shopkeepers, have their course made sufficiently plain by my own history.

All those who are not shopkeepers, I would recommend to devote one hour of "overtime" daily to the

growth of Pennies—to allow the result of one hour's labour daily to be applied to the meeting of those vicissitudes of life which sooner or later must come.

How many artisans have, apart from their ordinary and daily vocations, skill and opportunities which are turned to no account, because no effort is made to apply them.

How many a little window, turned to no beneficial use, might be applied by the wife to the sale of some article made by the husband in his evening hours! How many a man has friends and neighbours who would gladly assist a scheme so provident and commendable!

I know a man, at the present time the owner of a large lucifer match manufactory, who, when lucifer matches were first introduced, was almost penniless. He thought that he could commence making these matches with very little means. He walked a long distance to London, found out a match manufactory, waited outside the doors until the work people came out, entered into conversation with them, gleaned from them how the matches were made, returned home and set to work, and, with only a few pence, commenced a trade which, in time, he worked up to an enormous extent. He is now a comparatively wealthy man, having

large machinery, and a considerable number of work-people.

I can say with truth, and from my own knowledge, that for every Penny he at first put into his little business, he has made more than a Thousand Pounds.

It is obvious that as means accumulate, opportunities will arise of putting them to good account. Many will say that, had they a few pounds, they feel that they could do something. To such persons I say—*Begin, and get the few Pounds.* Do not let life slip away and see you still lamenting the want of opportunity. Begin—work first for the *opportunity*—and then for the *result.*

One hour a day devoted to the growth of Pennies—of Pennies that, as fast as they are produced, shall be made reproductive of themselves—of Pennies that, once made, no part shall be consumed or destroyed until an important epoch in life arrives, when the harvest must be gleaned—will produce results the most gratifying, the most surprising, the most consoling in their effects.

Remember, above all things, the system of *assurance,* which will immediately cover the chief contingency of life. If you cannot assure for five hundred pounds, assure for a hundred, for fifty, for anything, so that you

make a beginning. You can add more, step by step, year by year.

Don't be ashamed of having a "hobby?" Have you ever had a "hobby?" Have you been fond of birds or dogs? Have you been fond of old coins, of autographs, or aught else? Are your wife and children to be less cherished or cared for than your pet animals? What is Queen Anne's farthing compared to a hundred pound note? And what autograph so valuable as your own attached to a banker's cheque, where there are available assets?

There are Savings' Banks, Banks of Deposit, and Assurance offices ready to receive your store, and to add to it for the use of it, giving you ample security for the principal and interest.

Among your politics, forget not the politics of home—the good government of your own house; in your religion recollect the duty of the father and of the mother; and remember the parable of the good steward, and the servants in the vineyard.

It will be a great joy to me to know that thousands in this great kingdom have recognised my theory of *the growth of Pennies.* Should this be the case, I may yet live to receive the blessings of many that I have called

their attention to this subject. Should I live to be an older man, I would go a hundred miles to spend one hour with a family that had converted a Penny into a Thousand Pounds, to see their happiness, and to witness the joy of their ultimate success.

Remember, that this system possesses the strong recommendation that whatever is moral, temperate, and honest will greatly add to its success; and that, as the farmer rejoices to see his wheat spring out of the productive earth, and feels happiness in the prospect of the coming harvest, so your present days will be cheered by anticipations of a golden future.

NOTE.—I have avoided entering upon one subject of great importance, which is intimately connected with the growth of Pennies, because I intend to publish, at a very early date, a book in which this subject will be fully treated of. The contemplated work will be entitled *Life Doubled by the Economy of Time.* I believe that I hold a theory upon the subject which is very little known; and that my system of the Economy of Time will prove most valuable to those who adopt it. The volume will be uniform with this one.

THE END.

Taylor and Greening, 4 and 5, Graystoke-place, Fetter-lane.

ROYAL INSURANCE COMPANY,

Royal Insurance Buildings, North John Street, and Dale Street, LIVERPOOL. and 29, Lombard Street, LONDON.

CAPITAL—£2,000,000 IN 100,000 SHARES OF £20 EACH.

LIFE BRANCH:—

SPECIAL NOTICE—STAMPS ON POLICIES NOT CHARGED.

Forfeiture of Policy cannot take place from Unintentional Mistake.

OTHER ADVANTAGES, VIZ.:—

The Guarantee of an AMPLE CAPITAL and EXEMPTION of the ASSURED from LIABILITY of PARTNERSHIP. The Assured neither having to depend on an uncertain fund, nor being in any way accountable for the Payment of claims.

MODERATE PREMIUMS.

PARTICIPATION OF PROFITS by the ASSURED, amounting to TWO-THIRDS of its net amount.

LARGE BONUS DECLARED, 1855,

AMOUNTING TO £2 PER CENT. PER ANNUM ON THE SUM ASSURED.

Being, on Ages from Twenty to Forty, 80 per cent. on the Premium.

PERIODS OF DIVISION—EVERY FIVE YEARS.

EXAMPLES:—

Date of Policy.	Age.	Sum Assured.	Premium.	Bonus.
		£	£ s. d.	£
1845	29	1,000	242 18 4	180
1846	24	1,000	194 5 0	160
"	33	2,000	480 15 0	320
1847	19	300	46 4 0	42
1848	22	100	14 8 2	10
1850	27	500	56 18 4	40

FIRE BRANCH:—

ANNUAL PREMIUMS, £130,000, exceeding almost every Office in the Unite Kingdom. LOSSES Promptly and Liberally Paid.

SECURITY OF A LARGE CAPITAL ACTUALLY PAID UP.

The following results were shown in the Report to the Shareholders of the Company, at the last Annual Meeting, August 3rd, 1855:—

The Company has received, in FIRE PREMIUMS alone, during the year 1854, no less than	£128,459 11 4
The paid-up Capital at the date of meeting was	277,515 0 0
There is, in addition to this amount, a Surplus Fund (after paying a dividend) of	68,856 7 6
Total paid-up and invested Capital	£346,371 7 6

MEM.—The above amounts are irrespective of an AMPLE SUM, kept apart, to cover the Life liabilities of the Establishment.

MANAGER and ACTUARY, PERCY M. DOVE, ESQ.

Extract from the "MORNING HERALD," Dec. 26th, 1855.

"The Company has always acted on the principle enunciated by one of the directors at the last Annual Meeting of the Proprietors—'that the interest of the assured have a paramount claim on the Directors—a claim superior even to that of the Shareholders themselves.' From that moment, as might be expected, the company attained the highest consideration throughout the country, and has retained it ever since. The result is shown in the unexampled fact that its Fire revenue alone rose, in about five years, from little more than £30,000 to about £130,000! From inquiry we learn that no fire office possessing half the above revenue annually deposits its accounts with the registrar general. The resources and balance-sheets of this great company are, on the contrary, annually registered, and unmistakeable evidence is thus given periodically, of its capacity to meet its engagements."

NOTTINGHAMSHIRE AND DERBYSHIRE

FIRE AND LIFE ASSURANCE COMPANY,

ESTABLISHED A.D. 1835.—CAPITAL, £750,000.

HEAD OFFICE — PARK STREET, NOTTINGHAM.

Patrons.

His Grace the Duke of Newcastle. The Right Honourable Lord Scarsdale,
The Right Honourable Edward Strutt, M.P.

Trustees.

W. F. N. Norton, Esq., Elton Manor.
Mr. Smith Fowler, Nottingham. Mr. Alderman Cullen, Nottingham.

The Nottinghamshire and Derbyshire Fire and Life Assurance Company, combines the advantages of a Proprietary Company, and also that of a Mutual Company, by securing to the Insurer from the reserve fund adequate means of compensation in case of loss, and of a participation in the profits quinquenninally.

These advantages are mainly derivable from a numerous and wealthy located Copartnership, together with the establishment of Committees arising thereout at the principal towns within the two counties, thereby distinguishing the **Nottinghamshire and Derbyshire** from all other Institutions. By an influence thus exerted, and a powerful interest necessarily involved, its progress in public estimation has led to prosperous results.

Although the designation "**Nottinghamshire and Derbyshire**" would imply the business of the Company to be local, yet that is not the fact, since the operations of the Office extend throughout the whole of the **Midland Counties.**

With a due regard to the specific property assured, the premiums charged on the risks are as low, and, in some cases, **lower** than other establishments; arising from the nature of materials employed in the construction of buildings, as well as on stock-in-trade peculiar to some businesses in this district.

Thus, whilst the **Nottinghamshire and Derbyshire** Office invites the patronage of the public, it no less tenders to that public every advantage consistent with **security and a fair remuneration** to the proprietary.

After the payment of five per cent. on the advanced capital, together with a reservation of one-third of the profit, as a Guarantee Fund, a **Bonus** of half the remaining profits will go in reduction of the Premiums, whether annual or otherwise, to all parties who shall have been assured for five consecutive years. By such an arrangement the actual expense of assuring will be materially reduced; because, although the individual will pay the full annual premium, still he will be entitled to receive part of it back in the shape of profits.

FIRE DEPARTMENT.

PREMIUMS ON ORDINARY RISKS.

Common Insurances, **1s. 6d.** per cent. per annum.
Hazardous ditto, **2s. 6d.** per cent. per annum.
Doubly Hazardous ditto, **4s. 6d.** per cent. per annum.

Stock of Lace in Lace Warehouses, not otherwise hazardous, **2s.** per cent. per annum.

Lace Machinery, with the Lace thereon, from **3s.** to **5s.** according to the risk.

Silk Mills, 3s. to **4s.** per cent. per annum, ditto ditto.

Cotton and Corn Mills and Manufactories, together with all risks of a special character insured on the lowest terms.

FARMING STOCK (which includes Hay, all sorts of Corn and Grain, Implements of Husbandry, and Live Stock), may be assured generally on a Farm, *without an average clause,* at the reduced rate of **3s.** per cent. per annum; and where Steam Thrashing Machines are used.

No charge will be made for Policies where the annual Premium shall amount to five shillings and upwards, nor when the Insurance shall be transferred from another Office.

LOSSES FROM FIRE BY LIGHTNING WILL BE MADE GOOD.

THE OPTICAL WONDER OF THE AGE.

SEEMS, Madam!
Nay, it IS!—*Hamlet.*

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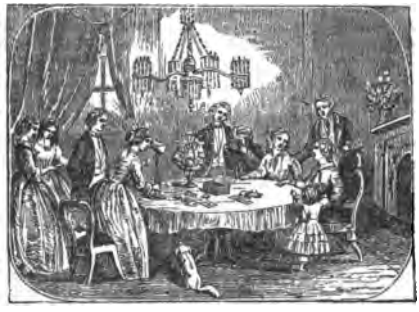

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